

# China Ginger Ale Market Research Report 2017

<https://marketpublishers.com/r/C91C442D264EN.html>

Date: December 2017

Pages: 101

Price: US\$ 3,400.00 (Single User License)

ID: C91C442D264EN

## Abstracts

The global Ginger Ale market is valued at XX million USD in 2016 and is expected to reach XX million USD by the end of 2022, growing at a CAGR of XX% between 2016 and 2022.

China plays an important role in global market, with market size of xx million USD in 2016 and will be xx million USD in 2022, with a CAGR of xx%.

This report studies the Ginger Ale development status and future trend in China, focuses on top players in China, also splits Ginger Ale by type and by applications, to fully and deeply research and reveal the market general situation and future forecast.

The major players in China market include

Vernors

Blenheim

A-Treat

Bull's Head

Chelmsford

Buffalo Rock

Sussex

Red Rock

Seagram's

Schweppes

Geographically, this report splits the China market into six regions,

South China

East China

Southwest China

Northeast China

North China

Central China

Northwest China

On the basis of product, this report displays the sales volume (K Units), revenue (Million USD), product price (USD/Unit), market share and growth rate of each type, primarily split into

Carbonated Water

Sugar or HFCS

On the basis of the end users/application, this report covers

Hypermarket & Supermarket

Food & Drink Specialists

Convenience Stores

If you have any special requirements, please let us know and we will offer you the report as you want.

## Contents

### China Ginger Ale Market Research Report 2017

#### **1 GINGER ALE OVERVIEW**

- 1.1 Product Overview and Scope of Ginger Ale
- 1.2 Classification of Ginger Ale by Product Category
  - 1.2.1 China Ginger Ale Sales (K Units) Comparison by Type (2012-2022)
  - 1.2.2 China Ginger Ale Sales (K Units) Market Share by Type in 2016
  - 1.2.3 Carbonated Water
  - 1.2.4 Sugar or HFCS
- 1.3 China Ginger Ale Market by Application/End Users
  - 1.3.1 China Ginger Ale Sales (K Units) and Market Share Comparison by Applications (2012-2022)
  - 1.3.2 Hypermarket & Supermarket
  - 1.3.3 Food & Drink Specialists
  - 1.3.4 Convenience Stores
- 1.4 China Ginger Ale Market by Region
  - 1.4.1 China Ginger Ale Market Size (Million USD) Comparison by Region (2012-2022)
  - 1.4.2 South China Ginger Ale Status and Prospect (2012-2022)
  - 1.4.3 East China Ginger Ale Status and Prospect (2012-2022)
  - 1.4.4 Southwest China Ginger Ale Status and Prospect (2012-2022)
  - 1.4.5 Northeast China Ginger Ale Status and Prospect (2012-2022)
  - 1.4.6 North China Ginger Ale Status and Prospect (2012-2022)
  - 1.4.7 Central China Ginger Ale Status and Prospect (2012-2022)
- 1.5 China Market Size (Sales and Revenue) of Ginger Ale (2012-2022)
  - 1.5.1 China Ginger Ale Sales (K Units) and Growth Rate (%) (2012-2022)
  - 1.5.2 China Ginger Ale Revenue (Million USD) and Growth Rate (%) (2012-2022)

#### **2 CHINA GINGER ALE MARKET COMPETITION BY PLAYERS/MANUFACTURERS**

- 2.1 China Ginger Ale Sales and Market Share of Key Players/Manufacturers (2012-2017)
- 2.2 China Ginger Ale Revenue and Share by Players/Manufacturers (2012-2017)
- 2.3 China Ginger Ale Average Price (USD/Unit) by Players/Manufacturers (2012-2017)
- 2.4 China Ginger Ale Market Competitive Situation and Trends
  - 2.4.1 China Ginger Ale Market Concentration Rate
  - 2.4.2 China Ginger Ale Market Share of Top 3 and Top 5 Players/Manufacturers

- 2.4.3 Mergers & Acquisitions, Expansion in China Market
- 2.5 China Players/Manufacturers Ginger Ale Manufacturing Base Distribution, Sales Area, Product Types

### **3 CHINA GINGER ALE SALES AND REVENUE BY REGION (2012-2017)**

- 3.1 China Ginger Ale Sales (K Units) and Market Share by Region (2012-2017)
- 3.2 China Ginger Ale Revenue (Million USD) and Market Share by Region (2012-2017)
- 3.3 China Ginger Ale Price (USD/Unit) by Regions (2012-2017)

### **4 CHINA '&B1&' SALES AND REVENUE BY TYPE/ PRODUCT CATEGORY (2012-2017)'**

- 4.1 China Ginger Ale Sales (K Units) and Market Share by Type/ Product Category (2012-2017)
- 4.2 China Ginger Ale Revenue (Million USD) and Market Share by Type (2012-2017)
- 4.3 China Ginger Ale Price (USD/Unit) by Type (2012-2017)
- 4.4 China Ginger Ale Sales Growth Rate (%) by Type (2012-2017)

### **5 CHINA '&B1&' SALES BY APPLICATION (2012-2017)'**

- 5.1 China Ginger Ale Sales (K Units) and Market Share by Application (2012-2017)
- 5.2 China Ginger Ale Sales Growth Rate (%) by Application (2012-2017)
- 5.3 Market Drivers and Opportunities

### **6 CHINA GINGER ALE PLAYERS/SUPPLIERS PROFILES AND SALES DATA**

#### 6.1 Vernors

- 6.1.1 Company Basic Information, Manufacturing Base and Competitors
- 6.1.2 Ginger Ale Product Category, Application and Specification
  - 6.1.2.1 Product A
  - 6.1.2.2 Product B
- 6.1.3 Vernors Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)
- 6.1.4 Main Business/Business Overview

#### 6.2 Blenheim

- 6.2.1 Company Basic Information, Manufacturing Base and Competitors
- 6.2.2 Ginger Ale Product Category, Application and Specification
  - 6.2.2.1 Product A

#### 6.2.2.2 Product B

6.2.3 Blenheim Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

#### 6.2.4 Main Business/Business Overview

### 6.3 A-Treat

#### 6.3.1 Company Basic Information, Manufacturing Base and Competitors

#### 6.3.2 Ginger Ale Product Category, Application and Specification

##### 6.3.2.1 Product A

##### 6.3.2.2 Product B

6.3.3 A-Treat Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

#### 6.3.4 Main Business/Business Overview

### 6.4 Bull's Head

#### 6.4.1 Company Basic Information, Manufacturing Base and Competitors

#### 6.4.2 Ginger Ale Product Category, Application and Specification

##### 6.4.2.1 Product A

##### 6.4.2.2 Product B

6.4.3 Bull's Head Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

#### 6.4.4 Main Business/Business Overview

### 6.5 Chelmsford

#### 6.5.1 Company Basic Information, Manufacturing Base and Competitors

#### 6.5.2 Ginger Ale Product Category, Application and Specification

##### 6.5.2.1 Product A

##### 6.5.2.2 Product B

6.5.3 Chelmsford Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

#### 6.5.4 Main Business/Business Overview

### 6.6 Buffalo Rock

#### 6.6.1 Company Basic Information, Manufacturing Base and Competitors

#### 6.6.2 Ginger Ale Product Category, Application and Specification

##### 6.6.2.1 Product A

##### 6.6.2.2 Product B

6.6.3 Buffalo Rock Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

#### 6.6.4 Main Business/Business Overview

### 6.7 Sussex

#### 6.7.1 Company Basic Information, Manufacturing Base and Competitors

#### 6.7.2 Ginger Ale Product Category, Application and Specification

6.7.2.1 Product A

6.7.2.2 Product B

6.7.3 Sussex Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.7.4 Main Business/Business Overview

6.8 Red Rock

6.8.1 Company Basic Information, Manufacturing Base and Competitors

6.8.2 Ginger Ale Product Category, Application and Specification

6.8.2.1 Product A

6.8.2.2 Product B

6.8.3 Red Rock Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.8.4 Main Business/Business Overview

6.9 Seagram's

6.9.1 Company Basic Information, Manufacturing Base and Competitors

6.9.2 Ginger Ale Product Category, Application and Specification

6.9.2.1 Product A

6.9.2.2 Product B

6.9.3 Seagram's Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.9.4 Main Business/Business Overview

6.10 Schweppes

6.10.1 Company Basic Information, Manufacturing Base and Competitors

6.10.2 Ginger Ale Product Category, Application and Specification

6.10.2.1 Product A

6.10.2.2 Product B

6.10.3 Schweppes Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.10.4 Main Business/Business Overview

## **7 GINGER ALE MANUFACTURING COST ANALYSIS**

7.1 Ginger Ale Key Raw Materials Analysis

7.1.1 Key Raw Materials

7.1.2 Price Trend of Key Raw Materials

7.1.3 Key Suppliers of Raw Materials

7.1.4 Market Concentration Rate of Raw Materials

7.2 Proportion of Manufacturing Cost Structure

7.2.1 Raw Materials

- 7.2.2 Labor Cost
- 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Ginger Ale

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 8.1 Ginger Ale Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Ginger Ale Major Manufacturers in 2016
- 8.4 Downstream Buyers

## **9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 9.1 Marketing Channel
  - 9.1.1 Direct Marketing
  - 9.1.2 Indirect Marketing
  - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

## **11 CHINA GINGER ALE MARKET SIZE (SALES AND REVENUE) FORECAST (2017-2022)**

- 11.1 China Ginger Ale Sales (K Units), Revenue (Million USD) Forecast (2017-2022)
- 11.2 China Ginger Ale Sales (K Units) Forecast by Type (2017-2022)
- 11.3 China Ginger Ale Sales (K Units) Forecast by Application (2017-2022)
- 11.4 China Ginger Ale Sales (K Units) Forecast by Region (2017-2022)



## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 METHODOLOGY AND DATA SOURCE**

### 13.1 Methodology/Research Approach

#### 13.1.1 Research Programs/Design

#### 13.1.2 Market Size Estimation

#### 13.1.3 Market Breakdown and Data Triangulation

### 13.2 Data Source

#### 13.2.1 Secondary Sources

#### 13.2.2 Primary Sources

### 13.3 Disclaimer

### 13.4 Author List

The report requires updating with new data and is sent in 2-3 business days after order is placed.

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Global and China Market Size (Million USD) Comparison (2012-2022)  
Table Ginger Ale Sales (K Units) and Revenue (Million USD) Market Split by Product Type  
Table Ginger Ale Sales (K Units) by Application (2016-2022)  
Figure Product Picture of Ginger Ale  
Table China Ginger Ale Sales (K Units) and Growth Rate (%) Comparison by Types (Product Category) (2012-2022)  
Figure China Ginger Ale Sales Volume Market Share by Types in 2016  
Figure Carbonated Water Product Picture  
Figure Sugar or HFCS Product Picture  
Figure China Ginger Ale Sales (K Units) Comparison by Application (2012-2022)  
Figure China Sales Market Share (%) of Ginger Ale by Application in 2016  
Figure Hypermarket & Supermarket Examples  
Table Key Downstream Customer in Hypermarket & Supermarket  
Figure Food & Drink Specialists Examples  
Table Key Downstream Customer in Food & Drink Specialists  
Figure Convenience Stores Examples  
Table Key Downstream Customer in Convenience Stores  
Figure South China Ginger Ale Revenue (Million USD) and Growth Rate (2012-2022)  
Figure East China Ginger Ale Revenue (Million USD) and Growth Rate (2012-2022)  
Figure Southwest China Ginger Ale Revenue (Million USD) and Growth Rate (2012-2022)  
Figure Northeast China Ginger Ale Revenue (Million USD) and Growth Rate (2012-2022)  
Figure North China Ginger Ale Revenue (Million USD) and Growth Rate (2012-2022)  
Figure Central China Ginger Ale Revenue (Million USD) and Growth Rate (2012-2022)  
Figure China Ginger Ale Sales (K Units) and Growth Rate (%) (2012-2022)  
Figure China Ginger Ale Revenue (Million USD) and Growth Rate (%) (2012-2022)  
Table China Ginger Ale Sales of Key Players/Manufacturers (2012-2017)  
Table China Ginger Ale Sales Share (%) by Players/Manufacturers (2012-2017)  
Figure 2016 China Ginger Ale Sales Share (%) by Players/Manufacturers  
Figure 2017 China Ginger Ale Sales Share (%) by Players/Manufacturers  
Table China Ginger Ale Revenue by Players/Manufacturers (2012-2017)  
Table China Ginger Ale Revenue Market Share (%) by Players/Manufacturers (2012-2017)

Figure 2016 China Ginger Ale Revenue Market Share (%) by Players/Manufacturers

Figure 2017 China Ginger Ale Revenue Market Share (%) by Players/Manufacturers

Table China Market Ginger Ale Average Price of Key Players/Manufacturers  
(2012-2017)

Figure China Market Ginger Ale Average Price of Key Players/Manufacturers in 2016

Figure China Ginger Ale Market Share of Top 3 Players/Manufacturers

Figure China Ginger Ale Market Share of Top 5 Players/Manufacturers

Table China Players/Manufacturers Ginger Ale Manufacturing Base Distribution and  
Sales Area

Table China Players/Manufacturers Ginger Ale Product Category

Table China Ginger Ale Sales (K Units) by Regions (2012-2017)

Table China Ginger Ale Sales Share (%) by Regions (2012-2017)

Figure China Ginger Ale Sales Share (%) by Regions (2012-2017)

Figure China Ginger Ale Sales Market Share (%) by Regions in 2016

Table China Ginger Ale Revenue (Million USD) and Market Share by Regions  
(2012-2017)

Table China Ginger Ale Revenue Market Share (%) by Regions (2012-2017)

Figure China Ginger Ale Revenue Market Share (%) by Regions (2012-2017)

Figure China Ginger Ale Revenue Market Share (%) by Regions in 2016

Table China Ginger Ale Price (USD/Unit) by Regions (2012-2017)

Table China Ginger Ale Sales (K Units) by Type (2012-2017)

Table China Ginger Ale Sales Share (%) by Type (2012-2017)

Figure China Ginger Ale Sales Share (%) by Type (2012-2017)

Figure China Ginger Ale Sales Market Share (%) by Type in 2016

Table China Ginger Ale Revenue (Million USD) and Market Share by Type (2012-2017)

Table China Ginger Ale Revenue Market Share (%) by Type (2012-2017)

Figure Revenue Market Share of Ginger Ale by Type (2012-2017)

Figure Revenue Market Share of Ginger Ale by Type in 2016

Table China Ginger Ale Price (USD/Unit) by Types (2012-2017)

Figure China Ginger Ale Sales Growth Rate (%) by Type (2012-2017)

Table China Ginger Ale Sales (K Units) by Applications (2012-2017)

Table China Ginger Ale Sales Market Share (%) by Applications (2012-2017)

Figure China Ginger Ale Sales Market Share (%) by Application (2012-2017)

Figure China Ginger Ale Sales Market Share (%) by Application in 2016

Table China Ginger Ale Sales Growth Rate (%) by Application (2012-2017)

Figure China Ginger Ale Sales Growth Rate (%) by Application (2012-2017)

Table Vernors Ginger Ale Basic Information List

Table Vernors Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and  
Gross Margin (%) (2012-2017)

Figure Vernors Ginger Ale Sales (K Units) and Growth Rate (%) (2012-2017)  
Figure Vernors Ginger Ale Sales Market Share (%) in China (2012-2017)  
Figure Vernors Ginger Ale Revenue Market Share (%) in China (2012-2017)  
Table Blenheim Ginger Ale Basic Information List  
Table Blenheim Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)  
Figure Blenheim Ginger Ale Sales (K Units) and Growth Rate (%) (2012-2017)  
Figure Blenheim Ginger Ale Sales Market Share (%) in China (2012-2017)  
Figure Blenheim Ginger Ale Revenue Market Share (%) in China (2012-2017)  
Table A-Treat Ginger Ale Basic Information List  
Table A-Treat Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)  
Figure A-Treat Ginger Ale Sales (K Units) and Growth Rate (%) (2012-2017)  
Figure A-Treat Ginger Ale Sales Market Share (%) in China (2012-2017)  
Figure A-Treat Ginger Ale Revenue Market Share (%) in China (2012-2017)  
Table Bull's Head Ginger Ale Basic Information List  
Table Bull's Head Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)  
Figure Bull's Head Ginger Ale Sales (K Units) and Growth Rate (%) (2012-2017)  
Figure Bull's Head Ginger Ale Sales Market Share (%) in China (2012-2017)  
Figure Bull's Head Ginger Ale Revenue Market Share (%) in China (2012-2017)  
Table Chelmsford Ginger Ale Basic Information List  
Table Chelmsford Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)  
Figure Chelmsford Ginger Ale Sales (K Units) and Growth Rate (%) (2012-2017)  
Figure Chelmsford Ginger Ale Sales Market Share (%) in China (2012-2017)  
Figure Chelmsford Ginger Ale Revenue Market Share (%) in China (2012-2017)  
Table Buffalo Rock Ginger Ale Basic Information List  
Table Buffalo Rock Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)  
Figure Buffalo Rock Ginger Ale Sales (K Units) and Growth Rate (%) (2012-2017)  
Figure Buffalo Rock Ginger Ale Sales Market Share (%) in China (2012-2017)  
Figure Buffalo Rock Ginger Ale Revenue Market Share (%) in China (2012-2017)  
Table Sussex Ginger Ale Basic Information List  
Table Sussex Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)  
Figure Sussex Ginger Ale Sales (K Units) and Growth Rate (%) (2012-2017)  
Figure Sussex Ginger Ale Sales Market Share (%) in China (2012-2017)  
Figure Sussex Ginger Ale Revenue Market Share (%) in China (2012-2017)

Table Red Rock Ginger Ale Basic Information List

Table Red Rock Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure Red Rock Ginger Ale Sales (K Units) and Growth Rate (%) (2012-2017)

Figure Red Rock Ginger Ale Sales Market Share (%) in China (2012-2017)

Figure Red Rock Ginger Ale Revenue Market Share (%) in China (2012-2017)

Table Seagram's Ginger Ale Basic Information List

Table Seagram's Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure Seagram's Ginger Ale Sales (K Units) and Growth Rate (%) (2012-2017)

Figure Seagram's Ginger Ale Sales Market Share (%) in China (2012-2017)

Figure Seagram's Ginger Ale Revenue Market Share (%) in China (2012-2017)

Table Schweppes Ginger Ale Basic Information List

Table Schweppes Ginger Ale Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure Schweppes Ginger Ale Sales (K Units) and Growth Rate (%) (2012-2017)

Figure Schweppes Ginger Ale Sales Market Share (%) in China (2012-2017)

Figure Schweppes Ginger Ale Revenue Market Share (%) in China (2012-2017)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Ginger Ale

Figure Manufacturing Process Analysis of Ginger Ale

Figure Ginger Ale Industrial Chain Analysis

Table Raw Materials Sources of Ginger Ale Major Players/Manufacturers in 2016

Table Major Buyers of Ginger Ale

Table Distributors/Traders List

Figure China Ginger Ale Sales (K Units) and Growth Rate (%) Forecast (2017-2022)

Figure China Ginger Ale Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Figure China Ginger Ale Price (USD/Unit) Trend Forecast (2017-2022)

Table China Ginger Ale Sales (K Units) Forecast by Type (2017-2022)

Figure China Ginger Ale Sales (K Units) Forecast by Type (2017-2022)

Figure China Ginger Ale Sales Volume Market Share Forecast by Type in 2022

Table China Ginger Ale Sales (K Units) Forecast by Application (2017-2022)

Figure China Ginger Ale Sales Volume Market Share Forecast by Application (2017-2022)

Figure China Ginger Ale Sales Volume Market Share Forecast by Application in 2022

Table China Ginger Ale Sales (K Units) Forecast by Regions (2017-2022)

Table China Ginger Ale Sales Volume Share Forecast by Regions (2017-2022)

Figure China Ginger Ale Sales Volume Share Forecast by Regions (2017-2022)

Figure China Ginger Ale Sales Volume Share Forecast by Regions in 2022

Table Research Programs/Design for This Report

Figure Bottom-up and Top-down Approaches for This Report

Figure Data Triangulation

Table Key Data Information from Secondary Sources

Table Key Data Information from Primary Sources

## I would like to order

Product name: China Ginger Ale Market Research Report 2017

Product link: <https://marketpublishers.com/r/C91C442D264EN.html>

Price: US\$ 3,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C91C442D264EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970